Concord

Rochester > menthol AVG
Ft Wayne AB AVG

Spokane > non-men AB AVG
Little Rock AVG

5-15 mg of tar [changing filter]

- Rochester / Little Rock (Retail Audits)
  - Measure Retail Sales (act cig sales)
  - impact on other brands
  - pack vs ctn stores
  - company impact
  - black vs general

- Cost about $40,000 per mkt
  - [illegible] inventory
  - [illegible] period
  - [illegible] measurement

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Source: https://www.industrydocuments.ucsf.edu/docs/hfwl0000